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Feasibility Study to Determine...
The *Likelihood of Passage* & *Tax Threshold* for the...

RENEWAL OF MEASURE 'AA'
and a new
PARCEL TAX IN '98

Commissioned by...

THE EAST BAY REGIONAL PARK DISTRICT

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March 1998

Likelihood of Securing 2/3 Voter Support for the...

Renewal of Measure 'AA' and/or Passage of a New $12 Parcel Tax

The East Bay Regional Park District commissioned the present scientific poll in order to determine the likelihood of two different tax-related initiatives securing the necessary ***2/3-voter support*** if either, or both, were to be placed before voters today.

The first tax initiative is a **$12 parcel tax** intended to generate badly needed funds for the on-going maintenance and operations of District-owned and/or operated parks and recreation properties, facilities, and programs.

The second tax initiative is the **renewal of Measure 'AA'**, which was initially passed by voters in 1988, thus authorizing the Park District to sell $225 million in bonds for the expressed purpose of land acquisition. The purchase of these properties by the Park District is intended to enhance the ***qualify of life*** for residents of Alameda and Contra Costa Counties by developing both active and passive parks, new trails, and additional recreation facilities; as well as dedicating some lands to permanent open space. Whether or not voters are likely to renew (extend) this taxing authority depends, of course, upon how they feel the District has managed the funds that they have been entrusted with over the past decade through the sale of Measure 'AA' bonds. Thus, it was imperative to determine: (a) the electorate's level of awareness about these matters; and, (2) for those who are aware of how these monies have been spent, how pleased voters are with how these dollars have been invested and leveraged on behalf of the residents of the two-county Park District.

The answer to the above two research questions is quite promising. Assuming either of two tax initiatives were to be placed before local voters today, the **odds of securing the necessary 2/3 voter support is quite high**, whether or not an effective information campaign is designed and implemented that explains the need for these funds in a compelling fashion.[1] Assuming that the tax initiatives are placed on the ballot separately (by themselves), District officials can anticipate the following outcomes:

	Likely level of voter support if placed on the ballot BY THEMSELVES
Renew the 'AA' Bond that was initially approved in 1988. This bond would generate additional monies for purposes of new acquisitions.	**69% voter support**
Approve a new $12 per year parcel tax to generate funds for park operations and maintenance.	**71% voter support**

[1] These conclusions are based on the findings from a scientifically-conducted telephone survey in which 500 randomly selected registered voters throughout the East Bay Regional Park District were interviewed. A sample size of this magnitude yields a **sampling error of ±3.5 to 4.5%**, at a 95% confidence level.

Equally important are the following findings having to do with the renewal of Measure 'AA'.

When voters are **told that the District has been successful in securing "matching funds" from both the public (government) and private segments** — and, as a result, target goals for property acquisition have not only been met, but exceeded, to date — the level of voter support for the renewal of Measure 'AA' increases 2%. Further, if the **point is made salient that 'AA' funds have resulted in "new jobs" being created** within Alameda and Contra Costa Counties, the support goes up yet another 2% to 3%. Thus, given District officials remain accountable to local voters (as they have in the past) by keeping them fully informed of their actions on the public's behalf, the likely level of voter support for the renewal of Measure 'AA' can be expected to be as high as 73% or 74%, well above the 2/3 voter support needed for passage.

On the other hand, given the possible sampling error of ±3.5 to 4.5% in the present study (see Footnote 1), if local voters are NOT made fully aware of how the Measure 'AA' funds have been invested over the past decade, then the likelihood for renewal could, indeed, be placed in jeopardy (fall to about 65%). As a result, there is a pressing need for District officials to remain fully accountable to local constituents.

The above findings from the present research effort has led SRI to make the following recommendations for consideration by Park District officials:

Recommendation 1

Due, in part, to the fact that there is still time to ask voters to renew Measure 'AA' (up to seven years), we recommend that **the Parcel Tax be placed before voters first; and, that the District wait at least one year (if not two or more years) to ask voters within the District to renew Measure 'AA'**. Therefore, SRI recommends that the Parcel Tax be placed on the November '98 ballot.

Some important factors that influence the above recommendation include the following:

- **Initial voter support for a $12 parcel tax** for on-going operations and maintenance of District-owned and/or operated parks facilities and programs is **72%**; and that's BEFORE hearing arguments FOR or AGAINST the tax initiative (see Figure 3C).

- However, **AFTER hearing the arguments** both FOR and AGAINST a new $12 parcel tax, the level of **support actually GOES DOWN** by one percentage point (from 72% to 71% voter support). While this finding does not place the Parcel Tax in serious jeopardy; it does point out the importance of some stakeholder, independent of the Park District (e.g., a special interest environmental group), to take the lead and sponsor an information campaign in support of this tax initiative prior to the November '98 elections.

- Certain factors impacting the outcome of tax initiatives are rather positive today, and **it's difficult to predict how they will be in November '98**. These include, for example: (1) voters' perception regarding the current state of the local and national economy, (2) the electorate's confidence in the future of the local and national economy, (3) the electorate's feelings toward the political environment in America (i.e., regarding the President of the United States and how well or how poorly he's doing running the country with respect to both domestic and foreign policy). These, and other, factors can easily impact the outcome of any given tax initiative.

- The State of California will, in all likelihood, be asking voters to approve **one of the largest statewide TAX bond measures for state parks and recreation programs ever** when they go to the polls in November '98, which could take as much as 2% support away from a District parcel tax.

- There will undoubtedly be **more tax initiatives on the November '98 ballot** than there will be on the June '98 ballot.

However, there is **compelling evidence** that suggests that a $12 Parcel Tax will fare well in November, whether or not an independent, third-party organization takes the lead and sponsors a campaign in support of such a tax initiative. This evidence includes the following:

- It is a well documented fact that voters and non-voters alike throughout the Park District's jurisdiction have a **great deal of confidence in the manner in which the District is being operated**. For example, when voters hear the argument that, *"As a public agency, the East Bay Regional Park District has been very responsible in managing its resources well...and has proven to be credible and trustworthy,"* 60% report being MORE LIKELY TO SUPPORT a $12 parcel tax."

- Attitudes about the East Bay Regional Park District and the contribution it makes to the *quality of life* in Alameda and Contra Costa Counties are **strong**, **deep-rooted** and **robust**. For example, 83% said the District-owned and/or operated facilities improve the *quality of life* for residents within the District; 80% of the respondents in the present survey said the regional park system is a "valuable resource"; nearly three quarters of the respondents (72%) believe park and recreation facilities help keep youth out of trouble (see Figure 1A). These findings have been replicated over and over during the 10 years that SRI has been conducting public opinion polls for the District. Clearly, ***these attitudes have "staying power."***

- There are several driving forces that have resulted in voters and non-voters alike developing a high level of confidence and trust in the Park District.

One obvious factor, for example, is the fact that **District park facilities are highly visible** throughout the District; thus, the public is very aware of EBRPD facilities and, further, many participate in District-sponsored programs on a rather consistent basis. Over ninety percent (92%) of the respondents in the present survey said they use EBRPD facilities (nearly a third of these said they use them often). Over three fourths (76%) of the respondents said they use regional trails (see Figure 2).

Further, District officials have remained in touch with the general public, thus are perceived as being **ACCOUNTABLE** for the tax dollars they have been entrusted with, to date. In short, voters believe there is "value added" (in terms of *quality of life*) as a direct result of the taxes they pay for District park facilities and programs; or put another way, they receive a direct return on their investment!

Recommendation 2

Issue a Measure 'AA' ***10-Year Report Card*** to the general public immediately. This report card should document how the Measure 'AA' monies have been spent to date; and in so doing, the many ways that these monies have, indeed, improved the *quality of life* for residents within the Park District's jurisdiction should be clearly demonstrated.

The East Bay Regional Park District is currently facing a **ONCE IN A LIFETIME** opportunity.

What is this opportunity? It's been a decade since the passage of Measure 'AA'; thus, it's time to provide voters and the general public alike with a formal ***10-Year Report Card*** to show how the revenues generated through this tax initiative were, in fact, spent. This is totally consistent with the District's history of remaining "accountable" to its constituents throughout the District; and the long-term dividends to all stakeholders (especially the general public) are huge. Fortunately, the District has a great deal to report...*all of it is extremely positive*.

However, it would be UNWISE to take advantage of this opportunity while a campaign is being administered by a third-party, special interest group in support of any Park District-related tax initiative (e.g., a $12 Parcel Tax). This could (and probably would) be misconstrued by opponents of the respective tax initiative as being an attempt by the District to influence the outcome of the election. The effects of such a misunderstanding could prove devastating to the Park District.

Therefore, SRI strongly recommends that a ***10-Year Report Card*** be developed immediately and shared with the general public BEFORE the end of the summer (1998). The timing for this report card is driven by the fact that any such information dissemination program must take place in 1998; yet, it can't be administered during the period just prior to the November elections (from August through November). Therefore,

in order to capitalize on this promising opportunity, it's essential that the report card be delivered to the public before August 1, 1998.

Recommendation 3

Remain aware of, and sensitive to, tax thresholds. Voters are NOT willing to sign a "blank check."

Figure 3A clearly demonstrates the fact that voters are concerned about the amount of money they are being asked to pay through taxes; and, further, they care about what these monies will be used for. In sum, voters within the Park District's jurisdiction are NOT WILLING to sign a blank check.[2]

On the one hand, **initial support for a $12 tax initiative is soft**; in fact, only 56% said they would support even a "modest" tax increase for operations and maintenance of the Regional park system. On the other hand, only 24% of the respondents said they would oppose such a tax initiative. The important finding here is that 12% said it would depend on the amount of the new tax and another 8% said they were "unsure" whether or not they would ultimately support this tax. Obviously, this begs the question: **How does the electorate DEFINE a "modest" tax increase?**

The answer to this question can be seen in Figures 3B and 3C. At first glance, the THRESHOLD of ***willingness to pay*** additional taxes for such a purpose appears to be $5 (66% of the respondents said they would be willing to pay $5 or more to provide secure funding to operate and maintain East Bay Regional Park facilities). However, when asked specifically if they would be willing to pay $12 a year for each parcel of property they own for such purposes, 72% said YES. In other words, $12 seems to fit within the definition of "modest" for the 12% who said their decision would depend on the amount of the tax. In addition, historically about 50% of the "undecideds" ultimate support most tax initiatives; thus, we could anticipate on picking up an additional 4% voter support. Add these votes (12 + 4 = 16%) to the initial 56%; and you have explained the 72% voter support that is shown in Figure 3C.

Recommendation 4

Encourage endorsements from special interest groups. Unlike with the Measure 'AA' campaign in 1988, endorsements from special interest groups will be somewhat helpful in terms of securing voter support for a $12 Parcel Tax for operations and maintenance revenues (see Figure 5).

Voters know that **special interest groups** — even the "good guys" — have (by definition) biased opinions. As a result, voters often respond negatively to endorsements from such groups; including those one that would think are non-controversial (i.e., the

[2] Based upon the findings of voluminous other voter surveys SRI has conducted in the past, this sentiment is common among voters statewide (and probably nationwide).

Sierra Club, the Audubon Society, and other environmental groups). Therefore, the effect of endorsements from special interest groups on the outcome of a parcel tax initiative for the Park District will be minimal (e.g., local governmental officials and Chambers of Commerce). However, unlike with the first Measure 'AA' campaign a decade ago, in which endorsements (even those from environmental groups) actually drew voter support away from this tax initiative, today these negative effects have disappeared. Undoubtedly, this is due to the fact that the East Bay Regional Park District is well known among voters and most voters hold the District in high regard.

As a result, when it comes to initiatives put on the ballot by the Park District, voters ultimately base their opinions on their own assessment of the Park District and the "need"; and don't give much credence, either way, to endorsements from special interest groups. Given this reality, it will be "safe" to ask for endorsements from special interest groups and, more importantly, ask them to encourage their respective members to support the parcel tax at the polls.

Summary Conclusions

SRI's position is made clear in the firs two recommendations. We believe the circumstances in place today merit: (a) issuing **a Measure 'AA' 10-Year Report Card virtually immediately** and (b) **a $12 Parcel Tax for operations and maintenance of Park District owned and/or operated properties, facilities, and programs should be placed on the ballot November '98.**

Further, we recommend that voters be asked next year how they feel about the renewal of Measure 'AA'; then, District officials should make the decision of when to place this initiative on the ballot.

By adopting the above approach, SRI researchers believe that the interests of both the East Bay Regional Park District and its constituents throughout the District will be best served in both the short-term and longer-term.

Once again, SRI would like to express our appreciation for being granted the opportunity to work with East Bay Regional Park District officials. It is a good feeling to be a part of such a responsible organization that provides programs and services that really do make a difference in the ***quality of life*** for all residents who reside within its jurisdiction.

Addendum 'A'

Research Design & Methodology

The present study is based upon information collected from a random sample of registered voters residing in within the East Bay Regional Park District (Alameda and Contra Costa Counties). The sample was comprised of registered voters who were **randomly selected** from the official voter registration list. Five hundred (500) telephone interviews were completed over a four-day period, from January 23 to January 26, 1998.

Respondents were asked a series of questions intended to assesss voter opinion through the jurisdiction of the East Bay Regional Park District to: (1) determine the likelihood of securing the necessary 2/3 voter support for generating "capital funds" through the **renewal of the *Measure 'AA'***, and (2) .to determine the likelihood of securing 2/3 voter support for **a new $12 *Parcel Tax*** for purposes of generating new maintenance and operational funds for the continuation and enhancement of programs and facilities made available to constituents through the East Bay Regional Park District.

The instrument (questionnaire) was designed and prepared after consulting with Park District officials in order ensure that the study would, indeed, accomplish the goals and objectives of the research effort. After the final version of the questionnaire was approved, interviews were conducted until 500 were completed in their entirety.

A random sample of this size (N=500) generally results in sampling error rates of approximately ±3.5% to 4.5%.[1] Thus, from a scientific perspective, due to the combination of the sampling procedures employed and the sample size in the present study, a high level of confidence can be placed in the representative nature of the findings. In other words, these findings truly represent voters throughout Alameda and Contra Costa Counties.

After the data were collected, a series of descriptive and advanced statistical procedures were conducted using the computer program SPSS. Results were interpreted, conclusions drawn, tables and figures created, and the final report was prepared for presentation to the Client.

[1] Sampling error depends on the sample size and the distribution of responses.

Figure 1A

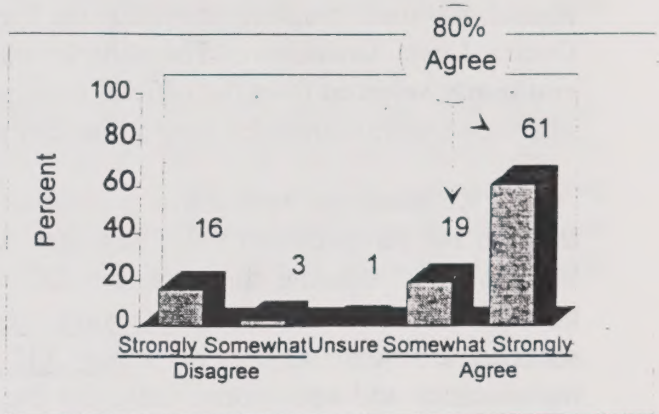
EAST BAY REGIONAL PARK DISTRICT

February 1998

Attitudes About Parks and Recreational Facilities

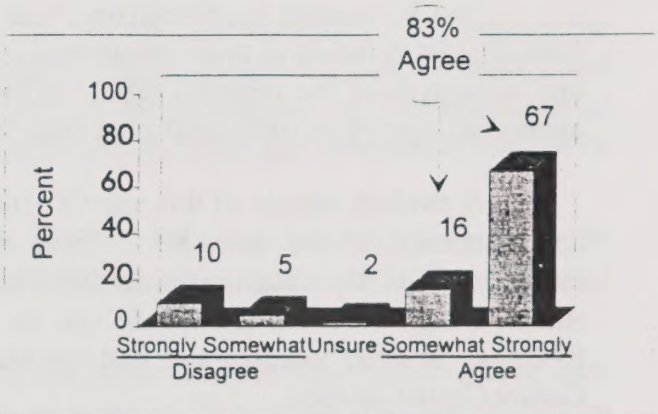
Regional Park System is a Valuable Resource

Question 1.1 The regional park system consisting of recreational parks, picnic areas, wilderness areas and trails is a valuable public resource and service for the citizens of the East Bay area.



Recreational facilities Improve Quality of Life

Question 1.3 The availability of nearby recreational parks, picnic areas, wilderness areas, open space and trails improve the quality of life for residents of the densely populated urban and suburban communities in Alameda County and Contra Costa County in the East Bay region.



Help keep youth out of trouble

Question 1.5 Parks and Recreation facilities and programs help keep youth out of trouble.

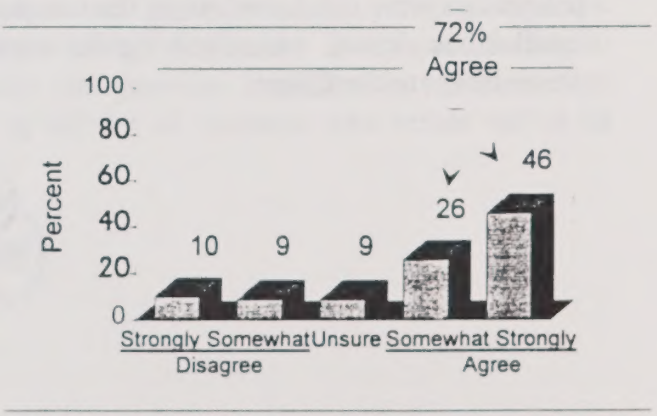


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Figure 1B

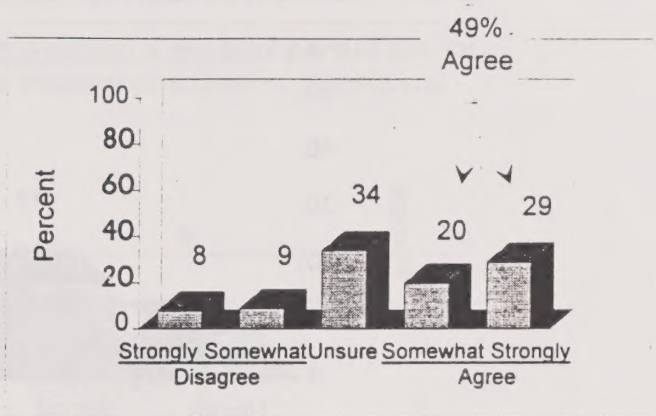
EAST BAY REGIONAL PARK DISTRICT

February 1998

Attitudes About Parks and Recreational Facilities

State of California is spending larger share of local property tax dollars

Question 1.2 Some people believe that the State of California is taking and spending a larger share of local property tax dollars than it has in the past and is using these tax dollars for statewide government programs. This situation means that local government agencies have fewer local property tax dollars available to pay for local programs and services. Do you agree or disagree with this statement, namely, that *"The State of California is taking more local property tax dollars and, as a result, leaving local government agencies with fewer tax dollars to pay for local programs and services"?*



Maintain even with shortage of available revenues

Question 1.4 Despite the current shortage of available revenues, public land and recreational facilities must be properly maintained for the present as well as future generations to use and enjoy.

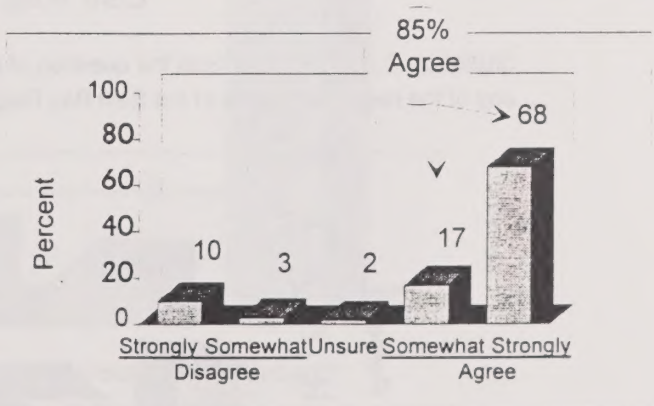


Figure 2

EAST BAY REGIONAL PARK DISTRICT

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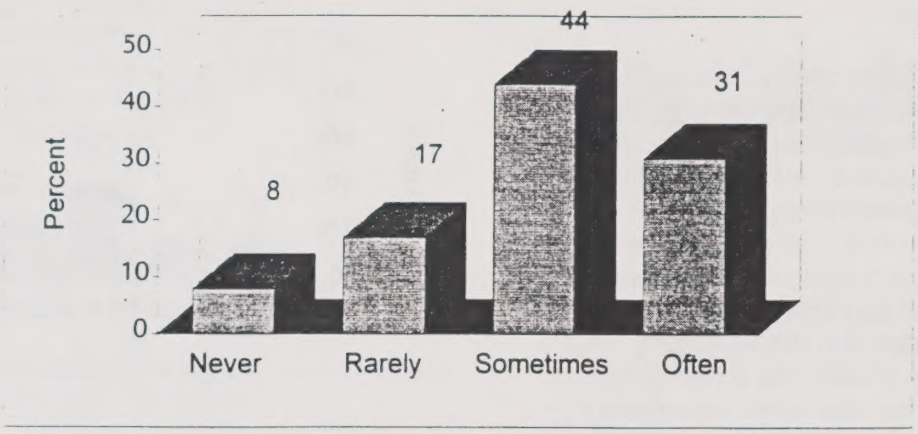
Usage of Regional Parks and Recreational Facilities

Use Regional Parks or Recreation Facilities

Question 2.1 Do you or members of your family visit or use any of the Regional Parks or recreation facilities in the East Bay Regional Park District?



Use Regional Trails

Question 2.2 Now, apart from the question of parks, do you, or members of your family, use any of the **regional trails** in the East Bay Regional Park District?

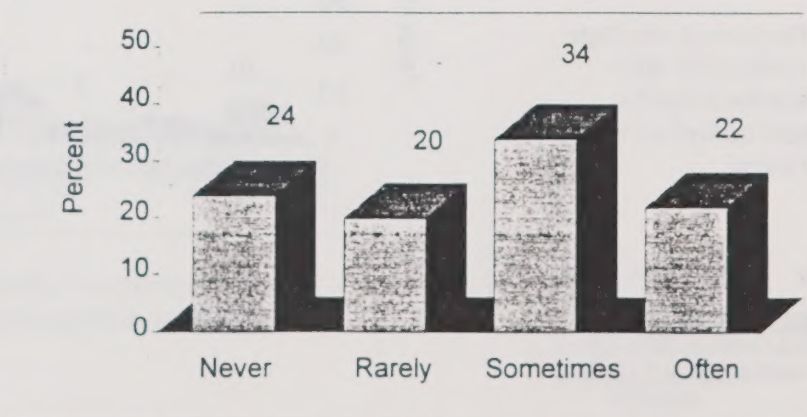


Figure 3A

EAST BAY REGIONAL PARK DISTRICT

February 1998

Support Tax for On-going Operations and Maintenance of Regional Parks

Question 3.0 Would you be willing to support **a modest parcel tax** for operations and maintenance of the Regional park system, or would you oppose such a tax?

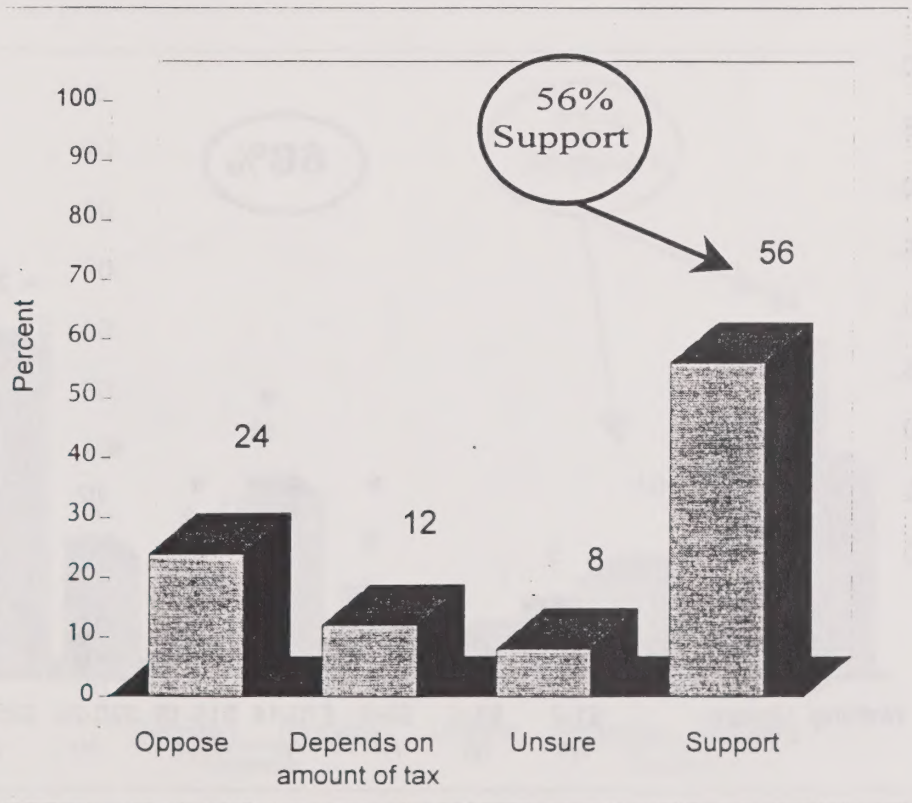


Figure 3B

EAST BAY REGIONAL PARK DISTRICT

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Amount Willing to Pay Each Year to Fund Operations and Maintenance

Question 3.1 Whether or not you would be willing, in general, to support a tax, suppose a parcel tax measure for operating regional parks was placed before voters. How much, if any, in additional taxes would you be willing to pay each year to provide secure funding to operate and maintain the East Bay Regional Park District?

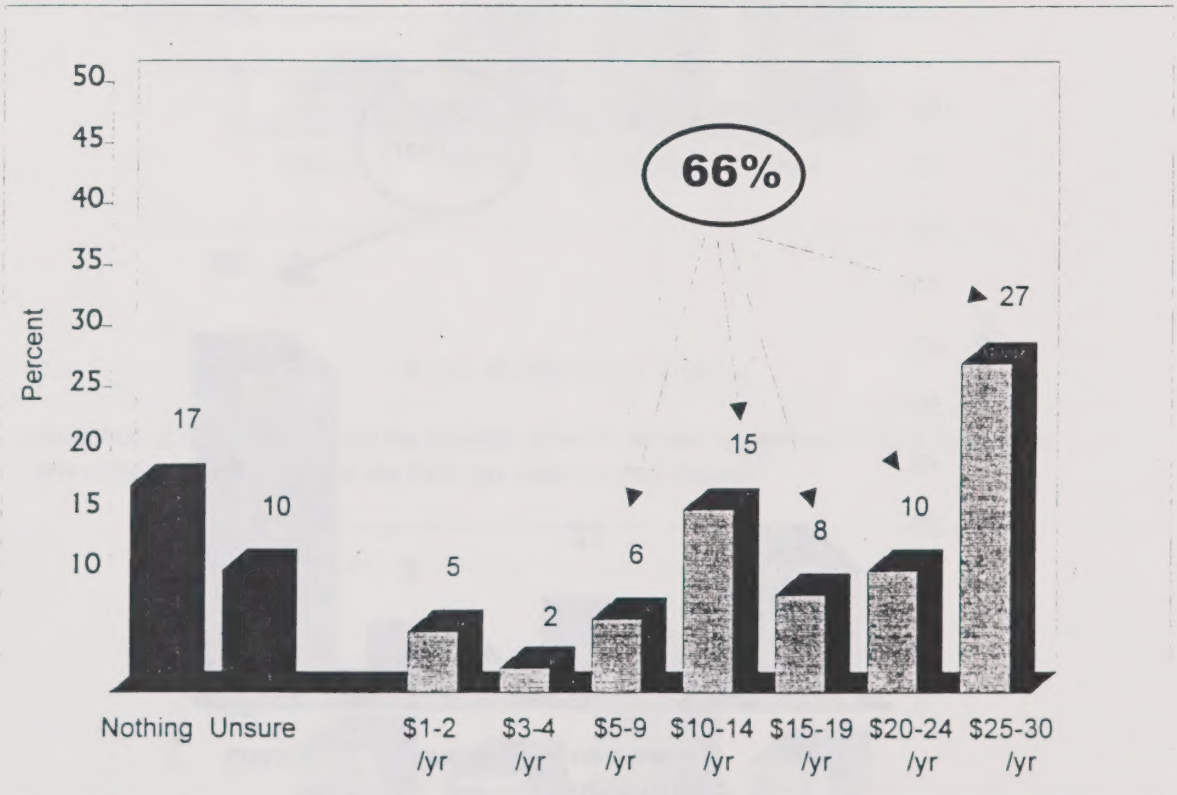


Figure 3C

EAST BAY REGIONAL PARK DISTRICT

February 1998

Support Tax for On-going Operations and Maintenance of Regional Parks at $12 Each Year Per Parcel of Property Owned

Question 3.2 If you were to vote TODAY, would you support or oppose a local parcel property tax to provide funds for the on-going operations and maintenance of the Regional park system that would cost property owners **$12 each year** for each separate parcel of property they own?

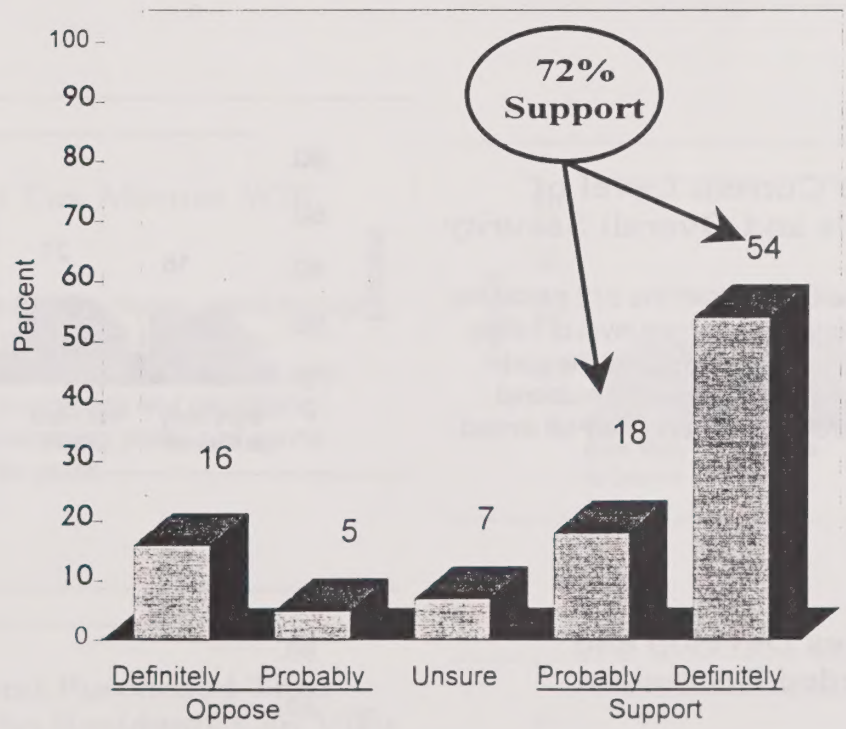


Figure 4A

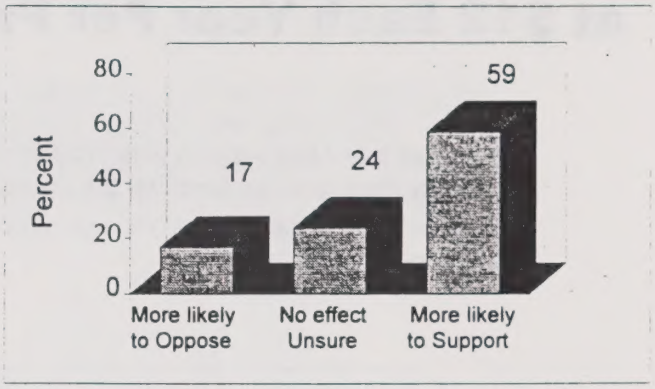
EAST BAY REGIONAL PARK DISTRICT

February 1998

Arguments For a Regional Park Parcel Tax

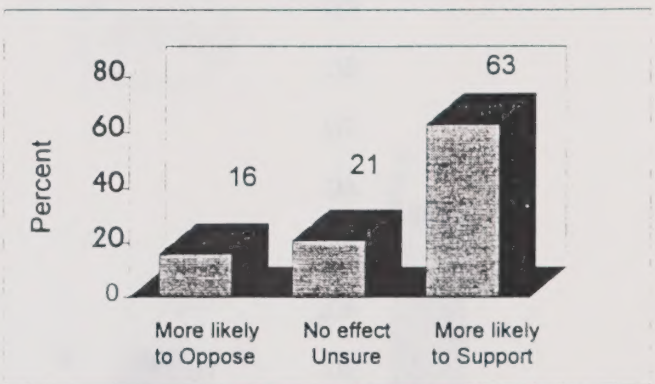
Maintenance and Operational Funding Will be Limited

Question 4.1 Without a secure source of funding, such as the $12 parcel tax, maintenance and operational funding will be limited. As new parks and facilities are added there will be less maintenance, fewer programs, and a lower level of staffing for day to day operations.



Maintain the Current Level of Safety patrols and Overall Security

Question 4.3 Funds raised from the $12 parcel tax, will be used to maintain the current level of safety patrols and overall security throughout the park district. Without a secure source of operational funding, safety patrols and security may be limited.



Helping Cities Develop and Operate Needed Recreation Facilities

Question 4.4 Some of the money raised through the parcel tax will go toward helping cities develop and operate needed recreation facilities such as sports fields, trails, and local parks.

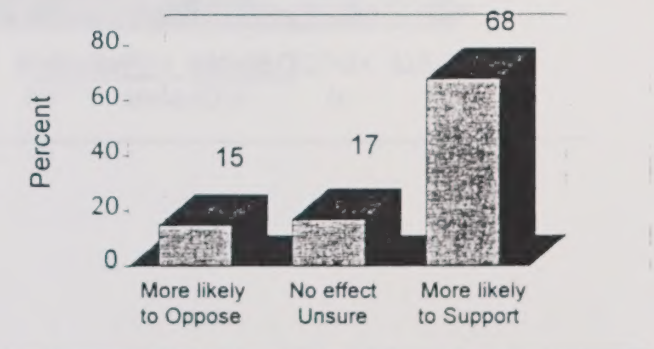


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Figure 4B

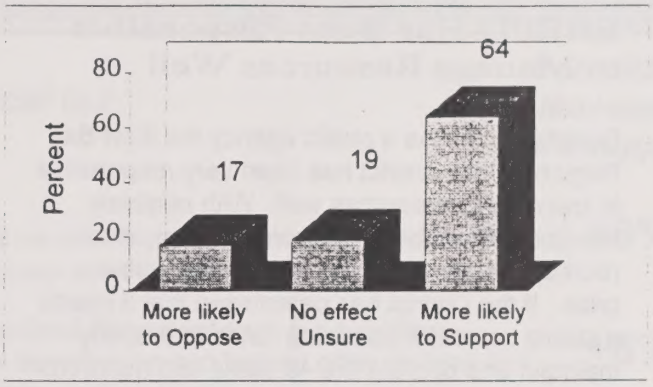
EAST BAY REGIONAL PARK DISTRICT

February 1998

Arguments For a Regional Park Parcel Tax

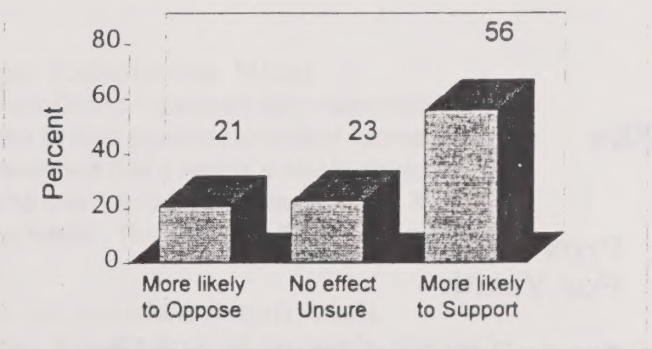
Offer Positive Alternatives to our Youth

Question 4.6 Some of the money raised through the parcel tax will go to cities to develop recreation facilities and programs to prevent gang activity and offer positive alternatives to our youth such as sports, camping, swimming, and other recreation activities.



Some Parcel Tax Monies Will Go to Cities

Question 4.8 Some of the money raised through the parcel tax will go to cities that will be restricted so that local communities could only use the funds for purchasing and developing athletic facilities, swimming pools, and sports fields specifically for youth.



Maintain Land Purchased Thru 'AA' Funds So Residents Can Visit

Question 4.9 New park lands and trails, purchased with money from Measure 'AA' Tax Bonds, need to be properly maintained. Furthermore, these new regional parks, trails, and recreation facilities must be supported with operational funds so that residents of the East Bay can visit and use the new parks and facilities. A new parcel tax is needed to provide funds operations and maintenance of the new park and trail acquisitions.

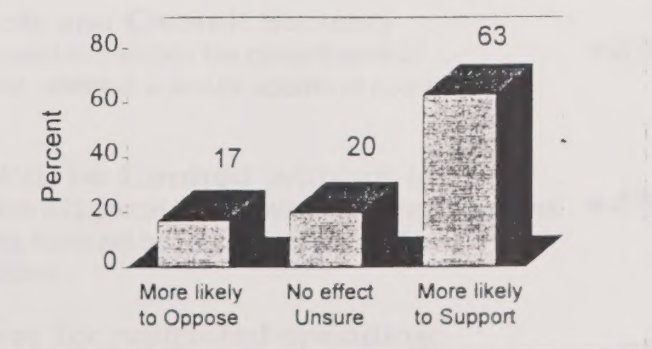


Figure 4C

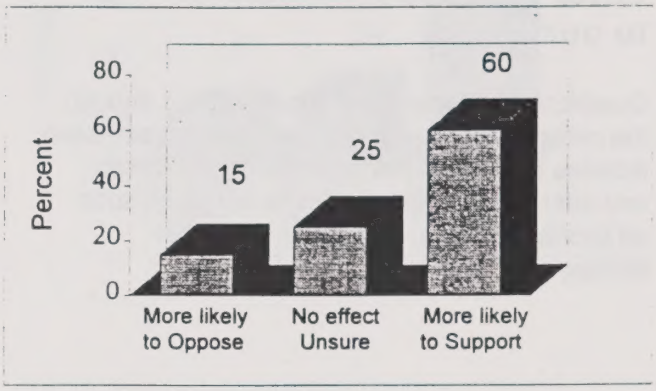
EAST BAY REGIONAL PARK DISTRICT

February 1998

Arguments For a Regional Park Parcel Tax

EBRPD Has Been Responsible to Manage Resources Well

Question 4.11 As a public agency the East Bay Regional Park District has been very responsible to manage its resources well. With relatively few tax dollars, the District provides excellent recreational resources at a very reasonable price. If the District has determined that it needs a stable source of operating funds to properly maintain and operate the 48 parks and hundreds of miles of trails, it is probably true that the District does need additional operating funds. The East Bay Regional park District has proven to be credible and trustworthy.



Provide Summer Jobs For Youth

Question 4.12 Some of the funds from a $12 parcel tax will be used to provide summer jobs for youth, through the Youth Conservation Corp and the California Conservation Corp.

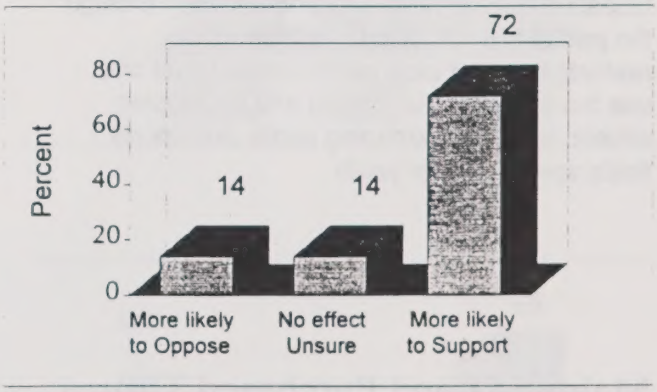


Figure 4D
East Bay Regional Park District
February 1998

Potential Movement from Key Arguments Affecting a $12 Parcel Tax for Operations & Maintenance

(Based on Cross-Classification Analysis)

Baseline Prior to Arguments	Oppose 21%	Undecided 7%	Support 72%

Arguments in favor of $12 parcel tax	*Potential Net Movement toward support*
Provide Summer Jobs For Youth Question 4.12 Some of the funds from a $12 parcel tax will be used to provide summer jobs for youth, through the Youth Conservation Corp and the California Conservation Corp.	+6%
Helping Cities Develop and Operate Needed Recreation Facilities Question 4.4 Some of the money raised through the parcel tax will go toward helping cities develop and operate needed recreation facilities such as sports fields, trails, and local parks.	+5%
Offer Positive Alternatives to our Youth Question 4.6 Some of the money raised through the parcel tax will go to cities to develop recreation facilities and programs to prevent gang activity and offer positive alternatives to our youth such as sports, camping, swimming, and other recreation activities.	+4%
EBRPD Has Been Responsible to Manage Resources Well Question 4.11 As a public agency the East Bay Regional Park District has been very responsible to manage its resources well. With relatively few tax dollars, the District provides excellent recreational resources at a very reasonable price. If the District has determined that it needs a stable source of operating funds to properly maintain and operate the 48 parks and hundreds of miles of trails, it is probably true that the District does need additional operating funds. The East Bay Regional park District has proven to be credible and trustworthy.	+4%
Maintain land purchased thru 'AA' Funds so residents can visit Question 4.9 New parklands and trails, purchased with money from Measure AA tax bonds, need to be properly maintained. Furthermore, these new regional parks, trails, and recreation facilities must be supported with operational funds so that residents of the East Bay can visit and use the new parks and facilities. A new parcel tax is needed to provide funds for operations and maintenance of the new park and trail acquisitions.	+4%
Maintain the Current Level of Safety patrols and Overall Security Question 4.3 Funds raised from the $12 parcel tax, will be used to maintain the current level of safety patrols and overall security throughout the park district. Without a secure source of operational funding, safety patrols and security may be limited.	+4%
Maintenance and Operational Funding Will be Limited without tax Question 4.1 Without a secure source of funding, such as the $12 parcel tax, maintenance and operational funding will be limited. As new parks and facilities are added there will be less maintenance, fewer programs, and a lower level of staffing for day to day operations.	+4%
Some Parcel Tax Monies Will Go to Cities for restricted spending Question 4.8 Some of the money raised through the parcel tax will go to cities that will be restricted so that local communities could only use the funds for purchasing and developing athletic facilities, swimming pools, and sports fields specifically for youth.	+2%

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Figure 5

East Bay Regional Park District
February 1998

Potential Movement from Key Endorsements of a $12 Parcel Tax for Operations & Maintenance

(Based on Cross-Classification Analysis)

Baseline Prior to Endorsements, after Arguments	Oppose 22%	Undecided 7%	Support 71%

Endorsements from:	*Potential Net Movement toward support*
Representatives of recreation groups, youth sports leagues, outdoors groups	+4%
Educational leaders & Teachers groups	+3%
Law enforcement officials, Police officers' associations	+2%
Civic groups or service organizations, Rotary, Soroptomist, Lions, etc.	+2%
Sierra Club, Audubon Society, or other major environmental groups	+2%
Chambers of Commerce, pro-business groups, developers or builders, etc.	+1%
Elected leaders in local government, such as mayors and county supervisors	+0%

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Figure 6

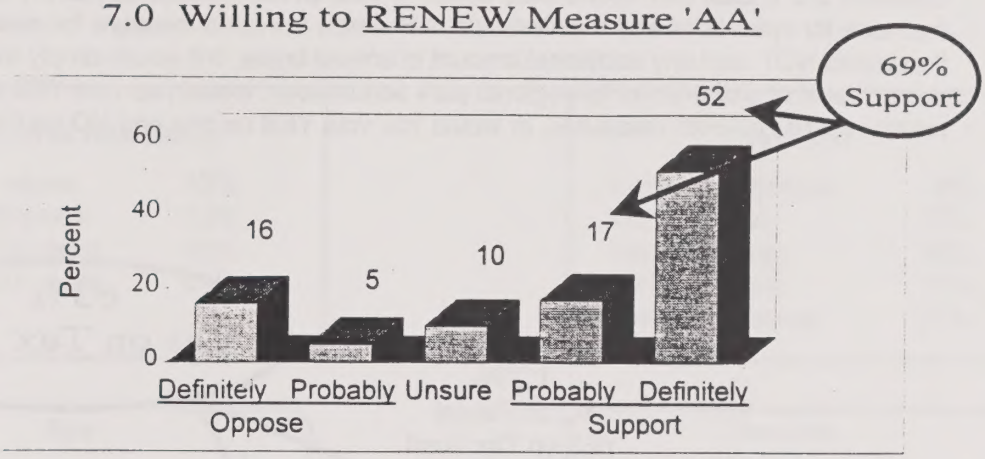
EAST BAY REGIONAL PARK DISTRICT

February 1998

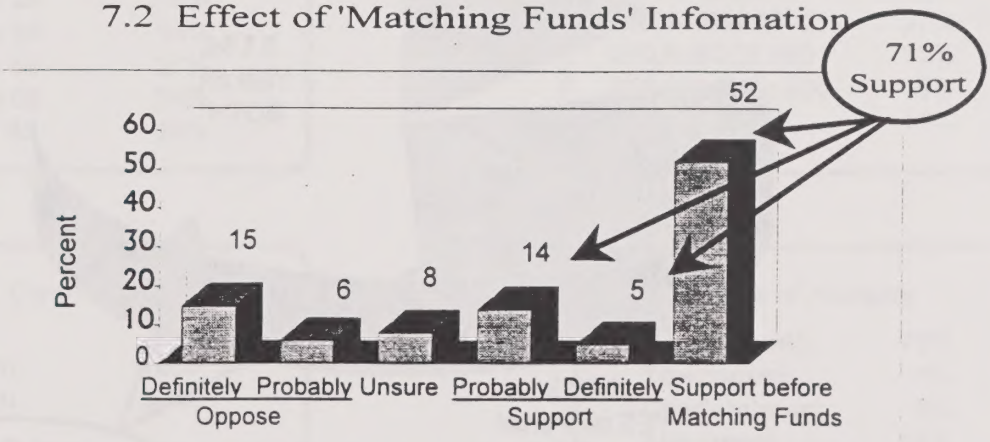
Willingness to Renew Measure 'AA'

Impact of Matching Funds, New Jobs, & Investments

7.0 Willing to RENEW Measure 'AA'



7.2 Effect of 'Matching Funds' Information



7.3 Effect of New Jobs and Investments

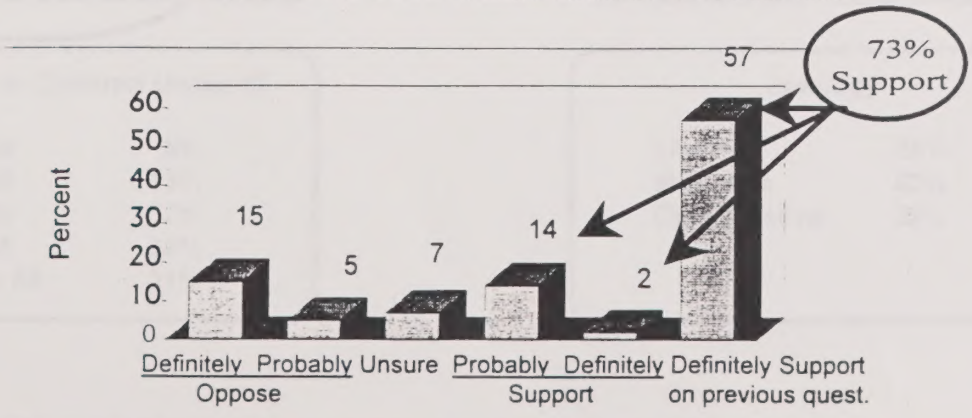


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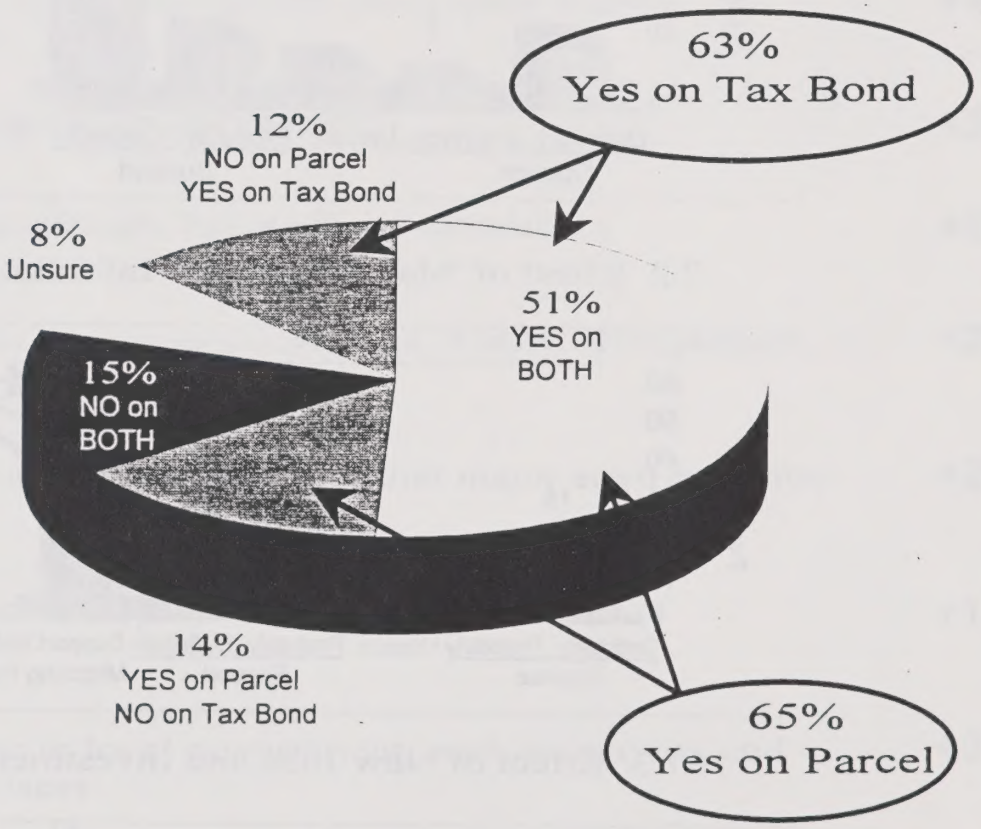
Figure 7

EAST BAY REGIONAL PARK DISTRICT

February 1998

Support for Two Ballot Measures at One Time

Question 8.0 If East Bay voters were asked to vote on two measures, namely a $12 parcel tax measure for operations and maintenance, and a new tax bond measure for new acquisitions that would NOT cost any additional amount in annual taxes, but would simply extend the current level of property tax for regional park acquisitions, would you vote YES on both measures, NO on both measures, or would you vote YES on one and NO on the other?



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Demographics A

EAST BAY REGIONAL PARK DISTRICT

February 1998

Descriptive Data of Survey Sample

Number of Respondents: 500

Length of Residency

0 to 5 years	13%
6 to 10 years	13%
11 to 25 years	23%
Over 25 years	51%

Education

Less High School	3%
High School	17%
Some College	28%
College Grad.	31%
Graduate School	21%

Age

18 to 26	5%
26 to 35	13%
36 to 50	37%
51 to 65	24%
Over 65	21%

Income

Under $25,000	12%
$25,001-$50,000	27%
$50,001-$75,000	32%
$75,001-$100,000	15%
Over $100,000	14%

Own/Rent

Own	70%
Rent	30%

Type of Housing

Single Family	79%
Townhouse	4%
Condominium	6%
Apartment	11%

Number Children Under 18

18-25	5%
26-35	13%
36-50	37%
51-65	24%
Over 65	21%

Ideology

Liberal	28%
Moderate	43%
Conservative	29%

Demographics B

EAST BAY REGIONAL PARK DISTRICT

February 1998

Descriptive Data of Survey Sample

Number of Respondents: 500

Ethnic Background

Caucasian	76%
Hispanic	6%
Black	10%
Asian	4%
Other	4%

Gender

Male	50%
Female	50%

Political Party

Democrat	57%
Republican	29%
Other	14%

Voting Propensity

High	51%
Medium	30%
Low	19%

Employment

Not employed	33%
Employed by someone else	54%
Self-employed	13%

Ward

Ward 1	13%
Ward 2	5%
Ward 3	15%
Ward 4	19%
Ward 5	9%
Ward 6	23%
Ward 7	16%
Murray Township/ Livermore	4%

County of Residence

Alameda	50%
Contra Costa	50%

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